

## ■ CASE STUDY

# Northeast health system modernizes approach to volume growth with next-gen referral analytics

## Overview

A leading not-for-profit integrated healthcare organization based in the Northeast, is committed to leveraging the latest innovations to fulfill its strategic priorities. One of those priorities is to invest in growth by improving physician alignment and strengthening network integrity. The health system deployed Clarify to grow referrals-related volume and capture more market share. With a clear line of sight into provider referral patterns across the market, including PCPs, specialists, and post-acute settings, the system has been able to precisely prioritize physicians for affiliation and engage in more productive, action-oriented conversations.

*"Clarify has given us the most granular insights across our entire market – we can see what physicians are doing, where they're going, who they're referring to, and how their patterns change by procedure."*

VICE PRESIDENT, NETWORK STRATEGY AND BUSINESS DEVELOPMENT

## Highlights

### TREND OUTPATIENT MARKET SHARE



The system uses outpatient market share insights across HOPD and ASC settings to evaluate service lines and specialty care.

### PRIORITIZE PHYSICIANS FOR AFFILIATION



They deploy physician lists to its business development team with each physician ranked by their opportunity for alignment and accesses the lists on-demand.

### ASSESS SPECIALIST REFERRAL PATTERNS



The strategy team has become more advanced, starting to understand specialist referral patterns where high-dollar acute cases are rendered.

## ■ CHALLENGE

## Limited visibility into granular details and spreadsheet analysis

The strategy team had been relying on their internal data and a legacy analytics vendor to evaluate patient flow across their healthcare system. They had data on the referral patterns of primary care physicians (PCPs), but only had limited visibility into whether specialists were referring in or out of network. They also did not have the ability to drill into the data to extract granular insights to answer key business questions like, “what types of procedures are leaving my network?”, which made it difficult to act on the information provided. Lastly, the process to draw insights was manual, requiring time-consuming manipulation in spreadsheets.

## ■ SOLUTION

## On-demand insights on referral patterns

In order to increase market share across the region, the healthcare provider adopted Clarify’s referrals capabilities. With these insights, they could precisely pinpoint opportunities to increase in-network referrals by evaluating care patterns across the entire market. The software leverages the nation's largest collection of payer-complete patient journeys to deliver on-demand insights, trend data over several years, and provide full transparency into PCP and specialist referral patterns.

## ■ RESULTS

## Prioritized physicians to grow referral volume

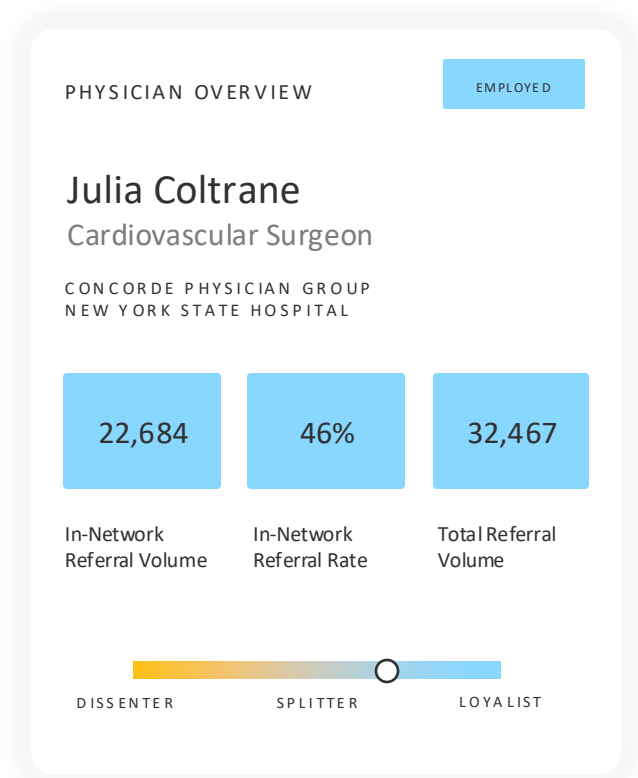
The business development team uses the priority physician lists (example shown on the right) to prioritize the alignment of physicians based on factors including volume, service mix, and total cost of care. The team uses the individual physician profiles and looks at referral patterns across service lines and at the DRG or CPT code levels to precisely pinpoint opportunities to capture out-of-network referrals.

## Enabled more productive conversations with referring physicians

With greater transparency and more granular insight into referral patterns, conversations with referring physicians have become more productive, action-oriented, and focused on addressable opportunities.

## Saved time by eliminating manual work

With on-demand insights, the strategy team has significantly reduced their time spent on data customization and manual report generation, becoming on average 25% more efficient by using Clarify. They create ad hoc reports that query the underlying national dataset within seconds.



## About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.